

YOU GLOW GIRL!

MONTANA SUN SAFETY 2016 VIDEO CHALLENGE! WINNING STUDENT VIDEO EARNS A FANTASTIC GRAND PRIZE!

9th-12th grade students are eligible to enter the 2016 Video Challenge for a chance to win great prizes!

THEME: “You Glow Girl: Forget the Tanning Bed, Just Be YOU for the Prom”

Did you know skin cancer is the most common cancer among 15-29 year old women? Sunbathing and indoor tanning can cause skin cancer and damage your skin. Protect the skin you’re in and convince others to do the same. Let your inner glow show!

How would you convince others to avoid artificial tanning before prom—or anytime?

Here’s how to enter the video challenge:

1. Create an imaginative, original 0:60 video to show everyone your plan to **avoid artificial tanning before prom**. Video must be shot horizontally.
2. Shoot an original video. Only entries that are 100% original will be allowed.
3. Post your video on YouTube and share with your friends, family and school. Fill out an entry form identifying your video name and URL at <http://dphhs.mt.gov/publichealth/VideoChallenge>
4. Winning video will be selected based on creativity and meeting the judging criteria (80%) and the number of “hits” or views on YouTube (20%)
5. Visit <http://dphhs.mt.gov/publichealth/Cancer/SunSafetyVideoChallenge> for additional rules and entry form.
5. A Grand Prize will be awarded to the winning entry; other prizes will be given to runner-ups. Winning video will be announced on Friday, December 11th, 2015.

Entry Deadline is midnight on November 30th 2015.

Winning video will be used in a statewide skin cancer prevention campaign by the Montana Cancer Coalition



“I have to get a tan to look good.”



You should know your skin will pay a price!

#LoveYourSkin

#YouGlowGirl

MONTANA SUN SAFETY 2016 VIDEO CHALLENGE

RULES AND REQUIREMENTS



THEME:	You Glow Girl: Forget the Tanning Bed, Just be YOU for the Prom
TIMELINE:	Contest begins September, 21st 2015.
ENTRY DEADLINE:	Friday, November 30th 2015 at 11:59 pm (by midnight)
JUDGING:	Winning video notified Friday, December 11th, 2015 and videos posted on http://dphhs.mt.gov/publichealth/cancer
ELIGIBILITY:	Must be a student in 9 th -12 th grade and a Montana resident.

HOW TO ENTER

Create a 0:60 second video in length

Post your video on line on YouTube. Visit www.YouTube.com help site to create an account.

To enter a video, complete an entry form on the Montana Cancer Coalition (MTCC) website: <http://dphhs.mt.gov/publichealth/VideoChallenge> and indicate acceptance of these rules and specify the video's URL.

Any entry posted on YouTube should be done with the approval of parents or legal guardians.

Encourage your friends, family, and school to vote for your video as soon as you receive initial approval of your video from judges. Each time someone clicks on and views your video, a "vote" will be registered.

VIDEO REQUIREMENTS

Qualified entrants shall submit a :60 second video by the contest closing date and time. The video size should be at or under 300 MB for uploads. Original video files must be in .MPEG, .MOV, .AVI, or .WMV format. **Video must be shot horizontally.**

Create an original skit, song, or play on how you plan to avoid artificial tanning before prom. Be 100% original!

Only originally written or licensed stock music is to be used in the videos. A good website for purchasing stock music: www.pond5.com

Group entries are allowed

An entrant may submit more than one entry.

Video must incorporate the theme: **"You Glow Girl: Forget the Tanning Bed, Just Be YOU for the Prom"**

Video must incorporate avoiding sun tanning and tanning beds and at least one other way to prevent skin cancer and raise sun safety awareness. Examples of prevention and awareness tips to include in your video:

- Love the color of your skin
- Wearing wide brim hats, protective clothing and 30+ sunscreen when outside.
- Others available at www.add.org (American Academy of Dermatology), www.besunaware.com (SunAWARE), www.melanomaprevention.org (Children's Melanoma Prevention Foundation), and www.skincancer.org (Skin Cancer Foundation)

The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously. The video must not contain material that is inappropriate, indecent, obscene, hateful, or violent, or promote discrimination based on age, sex, religion, nationality, disability, sexual orientation or race and must not contain material that is unlawful.

Entries will be screened to ensure they meet the requirements.

Video will be judged on creativity (80%) and number of views or "hits" (20%) to the URL

Entries must creatively incorporate their message into their Submissions. Creativity can be included through many means, including but not limited to: video script, visual elements of the video, and other methods to support the messaging and mission element. Judges will consider the creativity of each Submission in terms of: Whether and to what extent the Entry grabs the viewer's attention in a unique and memorable way, whether and to what extent the video is relatable, relevant and memorable for teens, and; whether and to what extent the video utilizes elements that are original, connects to teens and have not been used often in other media.

Prize will be awarded to the entrant listed on the entry form submitted to MTCC to register the video. It is the responsibility of the registering entrant, not MTCC, to divide or share the prize if video submitted was created by more than one person.

Winning videos will used in the state-wide Montana sun safety campaign. Winners must agree to allow the Montana Cancer Coalition to promote the official winning videos.

Questions? Please contact: Lori Christenson at lori.christenson@gallatin.mt.gov or visit <http://dphhs.mt.gov/publichealth/cancer>